

**Executive Director's Report  
Governing Board Meeting  
Minot, North Dakota  
August 14, 2019**

The following is a report of activities that have occurred since the last Governing Board meeting. This is a summary of the high-level projects we have been working on, and not a representation of all the work staff has completed.

**CHAPTER BLOCK PARTY**

As you may have heard by now, this was a pretty big success in Perry. 570 people inquired about becoming chapter members. Three new chapters have submitted charter paperwork since Perry. Due to space constraints, there is not a block party taking place in Minot, but there is a Chapter Fair. There will be another block party in Tucson.

**CHAPTER SEARCH**

As stated in the past, chapters are vital to the success of FMCA. Work has been done to overhaul the chapter search function on our website. Hopefully this will make it much easier for members to find the perfect fit and help curb the chapter participation decreases we have been experiencing.

**COMMERCIAL MEMBER CAMPGROUND ACQUISITION**

Our membership team has been working on a plan of attack to bolster our campground network. We attended a show this past fall put on by the National Association of RV Parks and Campgrounds to get face-to-face with many of the campground operators.

**ECONOMIC IMPACT STUDY**

FMCA, in conjunction with Bruce Seaman of Georgia State University, conducted an economic impact study for the Perry convention. Having this data will help tremendously with future convention site negotiations.

**ELECTIONS/NOMINATIONS**

The members elected for national area vice president and nationally elected officer positions will take office at the Annual Membership Meeting in Minot to serve on FMCA's Executive Board. The Executive Board will vote on FMCA Review Council candidates at the 2<sup>nd</sup> Executive Board meeting in Minot.

**FMCA ATLAS**

We received the new 10th edition FMCA North American Road Atlas & Travel Guide in March. We are very pleased with the final product, and we think it is a marked improvement over our last one.

## **FMCA SOCIAL**

Soft launch has occurred. Engagement and functionality are essential to its success. We also need to drive as many people as possible onto it. If it works, it will be an excellent communication tool for national, areas, and chapters. It will be a great way for members to connect. After the soft launch, there were bugs that needed to be ironed out. Improvements are in process. In the world of social media, user experience is paramount. If the experience is less than stellar, members are less likely to give it a second try. We are taking our time to make sure it is the best product we can launch.

## **FMCA UNIVERSITY CURRICULUM**

The Education Committee continues to work on FMCA University. A relaunch of the full offering occurred in March, and the curriculum portion of the university is now complete! We have also been adding additional sections and articles to the library that was launched last summer. We have had quite a few members log in and try it out. Phase 2 is in the beginning stages. This will be a more in-depth look into popular subjects. The thought is members will pay for this advanced learning opportunity.

## **HANDS-ON DRIVING**

We came to an agreement with RV Driving School, and a hands-on driving course was offered in Perry. Both the driving and backing courses nearly sold out. This is another offering that makes FMCA the greatest RV education source in the world.

## **MAGAZINE COVER**

We have decided to try to get away from having RV manufacturers' new units on the cover every month, in favor of having more lifestyle pictures grace the cover. We have requested submissions from FMCA members, and cash has been offered if the photo is selected. We've received a number of submissions and published several.

## **MEMBERSHIP BENEFITS - NEW**

Hankook tires is on board as a third tire option for our members. It launched the 1<sup>st</sup> quarter of 2019. The FMCA Health Plan was fully launched shortly after Gillette. Proteng is another other benefit that will be launching soon. The product is called THIA. It is a fully automatic and self-contained fire suppression device. It utilizes a liquid gas that extinguishes fires quickly. Briter products is a new benefit that launched in May. They produce Ion-Ready lithium iron phosphate batteries and chargers. Members receive reduced rates on installation and the battery itself. This is an exciting benefit to offer our members, as we are out in front with this new technology.

## **MEMBERSHIP FIGURES**

Membership finished fiscal year 2018 with a gain of 3,612 members. Our year-end figure of 77,519 is a 4.9% gain for the year. Since the beginning of fiscal year 2017, we have gained 7,270 members, which equates to a gain of 10.2%. Through the first eight months of fiscal year 2019, we are up 2,427 members. To date, we have added 4,601 families who own RVs other than motorhomes. That segment now makes up 5.8% of our membership total.

## **MERCHANDISE**

During the first quarter of 2019, a new online store was launched. Also, FMCA merchandise was moved back in house from the fulfillment company we had been using.

## **MOBILE INTERNET – VERIZON/SPRINT**

Through May, we have had over 2,100 people take advantage of the Verizon offering, both new and ported lines combined. Much like the Roadside Rescue offering, the enrollment rates have been steady since it launched. Our agreement with Verizon ends on 10/1/19. I have had no feedback from them on whether they want to continue the agreement or not. We have had over 1,700 people sign up for Sprint. The main benefit of the package is the Sprint hotspot.

## **PROTECH**

A Protech representative will be in Minot on August 14 to present their proposal for an association management software (AMS) system to the Governing Board. Protech has provided internal training recommendations that need to be followed. Each department will have to think of all customizations needed to make “go live” as smooth as possible. Customer references have come back positive.

## **READERSHIP SURVEY**

Redex Research is conducting a readership survey for FMCA to give us updated member data. 1,600 surveys were sent via mail and 16,000 via email. Results are expected to be available in June. Will help us understand our member demographics much better. Will also help our advertisers understand their prospective audience.

## **ROADSIDE RESCUE®**

As of the end of September 2018, we had 7,493 members take advantage of the plan. This has definitely been one of the best benefits we have offered. As of the end of April 2019, we had 12,723 members take advantage of the plan. 16% of our membership is currently on the plan. As reported above, the enrollment figures have not slowed down since inception. Effective May 1, the price increased to \$74 per year.

## **RV MARKETPLACE**

We need to continue to draw more attention to the RV Marketplace among family members and commercial members and encourage use of its services. This has the potential to be a nice revenue stream for FMCA, but usage is a key to its success.

## **SEO UPGRADES**

FMCA hired a consultant to offer suggestions on how we can improve our SEO results. SEO is Search Engine Optimization. Search engines such as Google or Bing rank search results in order based on what the search engine considers most relevant to users. Keywords and content relevant to the search topic are a major factor. Those suggestions have been implemented.

### **STAFF CHANGES**

Joan Staggenborg retired from her position of Assistant Art Director in late August 2018. Ayanna Luney was promoted to fill the vacancy left behind by Joan. Lindsay Prince was hired to bring our Art Department back to three people. McKensi Madden was hired to give our sales department a much needed jolt of energy. Kaitlyn Krol was hired in our Chapters Department as a Chapter Services Assistant. Anne Baumgartner was brought on to handle our campground and merchandise. To fill vacated positions, Michael Stegner was hired as a Marketing Assistant and Steve Tsai as an entry-level web developer. Paul Walker transitioned from part-time call center to full-time membership services. Jenn Eckles transitioned from events assistant to inside sales representative.

### **TECH TALK E-NEWSLETTER**

The first newsletter went out in late March. The feedback was overwhelmingly positive. As I write this, the second installment will be going out in late June. This has the potential to be a very nice benefit for our members as well as a revenue stream from advertisers.

I respectfully submit this report for file.



Chris Smith  
Executive Director/Chief Financial Officer  
Family Motor Coach Association